

# Boosting quality with Extended Color Gamut



**Petropack, the flexography market leader in Argentina, is achieving strong results with its color management based on the Extended Color Gamut (ECG) principle. Because it is now no longer necessary to change printing/inking units, the company has after the introduction of ECG recorded higher productivity, better print quality and streamlined processes. Yet these results would not have been possible without the support of the color management experts from Siegwerk Process Management & Consulting (PMC), says Petropack.**

Petropack press managers Gustavo Rebaque and Ariel Botti were — and still are — “very surprised” by the new technology. Surprised by the noticeably more vibrant color quality of the prints and by the increase in productivity: with reduced ink consumption, half-as-long set-up times on the presses,

shorter preparation times in the ink lab, a reduction in waste material, significantly lower solvent usage and, finally, a drop in press return inks. And, most of all, Petropack is happy about the significantly more stable printing results.





**Gustavo Rebaque**  
**Press Manager**  
**Petropack Argentina**

"Effectiveness, quality and a high level of commitment are what we value in Siegwerk's process consultants"

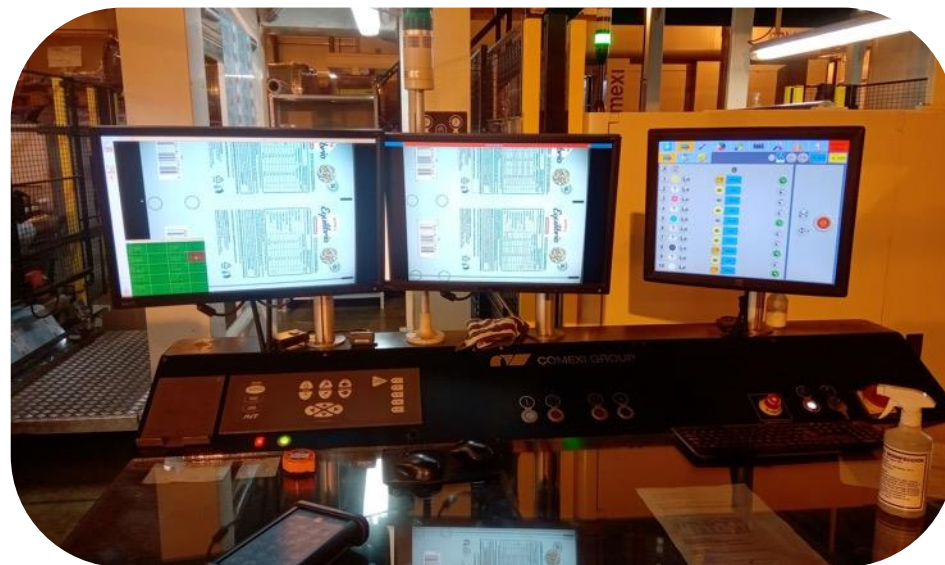
For Gustavo Rebaque there's no doubt: Petropack Argentina's introduction of color management based on the Extended Color Gamut has been a major success. Half of all jobs at the flexography specialists in Paraná, 500 km north of Buenos Aires, are no longer printed with the traditional combination of CMYK and spot colors, but with one fixed palette consisting of CMYK and three clearly defined, highly pigmented orange, green and violet inks. According to Rebaque, the switchover to the new process has not only improved Petropack's market position across Argentina, but has also strengthened their customer relationships. "Thanks to ECG, our clients are getting a significantly higher quality says the plant manager. "They are thrilled about this and the visibly more vibrant prints we can produce."

The ECG process is also opening up completely new technical and creative possibilities for the brand owner. "The design can now be applied in other markets," says Rebaque. With ECG, Petropack is expanding its color gamut by 20 percent. And because a total of ten machines in the three Petropack locations can free up some printing-units, the

## 20 percent bigger color gamut

company can now talk to its customers about adding further print-finishing effects. ECG has helped in terms of more choices of brand colors in the same design or artwork which is not possible in traditional spot color workflow - for example: more than 5, 6 or 7 spot colors in the same artwork.

"Thanks to ECG, our clients are getting a significantly higher quality. They are thrilled about this and the visibly more vibrant prints we can produce."



**ECG is a complex ecosystem, but Siegwerk Process Management & Consulting (PMC) helps**



*Petropack prints now with 5, 6 or 7 spot colors in the same artwork*

In Argentina, the company is already the market leader, but now, with a consistent quality strategy - supported by Siegwerk PMC team - it is in a position to take on the competition in neighboring countries. And they don't intend to stop at 7-color ECG.

At the beginning, when Petropack's innovative owners Gabriel and Alcides Bourdin decided to become one of the first printing companies in southern Latin America to adopt ECG technology, the response was muted. "We didn't know how it worked," admits Gustavo Rebaque, unapologetically. All he knew was that printing with just seven colors instead of many more colors would place the highest demands on their processes, and they would have to demonstrate a high level of standardization. However, the Petropack managers had a good partner at their side when it came to color management: ink supplier Siegwerk had already been operating an InHouse facility at Petropack for 16 years, and, with its global color management program, called "Colorwerk", has its own specialists for printing with an extended color gamut. "Although ECG is a complex ecosystem with several challenges, Petropack ECG is an excellent realistic example showing how to overcome these challenges and to realize substantial tangible benefits in terms of process efficiency", says Kiran Deshpande, Global Senior Expert Color Management at Siegwerk.

***"We are very happy with the cooperation"***

Siegwerk PMC team is the strategic partner for optimizing color management at Petropack. Together with Petropack's pre-press suppliers, more and more orders are being converted to the new process. "Siegwerk is very important to us in this process because they bring knowledge and experience that go far beyond ink products," says Rebaque. "Effectiveness", "quality" and "a high level of commitment" are what the Petropack manager values in Siegwerk's process consultants: "We are very happy with the cooperation," says Rebaque.

Siegwerk's color management experts brought their experience and comprehensive knowledge of process steps (color selection, calibration, ECG profiling, color separation, validation, etc.) including templates and best practices to the changeover process. An important part of this is standardization, because ECG works well if the processes are fully standardized and the existing print jobs can also be reproduced with the new ECG process. Today, 45 per cent of all jobs at Petropack are printed with an extended color gamut. The main advantage: the labor- and resource-intensive change of printing/inking units is no longer necessary. Petropack's goal is to process every new job with the more sophisticated, modern technology.

***ECG gives Petropack a competitive advantage***

For Gustavo Rebaque, this gives Petropack a competitive advantage. In Argentina, the company is already the market leader, but now, with a consistent quality strategy - supported by Siegwerk PMC team – Petropack plans to further develop export markets and they don't intend to stop at 7-color ECG. The innovative

Argentinians - "We are always curious," as they like to say - currently have their eyes on XCMYK technology.

The new printing technologies also have another benefit for Petropack – albeit one that does not show up directly in the company's bottom line. Greater efficiency, less waste and fewer solvents have all reduced the company's carbon footprint. This will help to contribute towards a more sustainable packaging and Circular Economy and helping Petropack's owners reach another of their strategic goals.



***Hand in hand: Gustavo Rebaque, Press Manager Petropack (left) and Pablo Suriano, Account Manager, Siegwerk.***

**45**  
percent of all jobs with ECG



***Petropack plans to further develop export markets***

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